

Adopted Minutes  
Joint Spanish Fork City Council and Planning Commission Meeting  
May 26, 2016

**City Council and Planning Commission Members Present:** Mike Mendenhall, Stacy Beck, Bruce Fallon, Treaci Tagg.

**Staff Members Present:** Dave Anderson, Community Development Director; Kimberly Brennenman, Community Development Department Secretary; Mitch Vance, Planning Intern, Taylor Billings, Planning Intern.

**Citizens Present:** Aaron Stern, Dale Ellsworth, Derek Brundage, Randi Kaufman, Lance Wilson

Dave Anderson called the meeting to order at 4:10 p.m.

Dave Anderson addressed the group and briefly explained how signage in the downtown related to some of the recommendations given by the CPAT team. He also stated that local business owners as well as the Planning Commission have asked that signage regulations in the downtown area be reviewed.

Dale Ellsworth stated that banners look temporary.

Dave Anderson reviewed the types of permanent signs currently permitted:

- Wall (including Windows)
- Monument
- Pylon
- Directional
- Directory
- Projecting
- Menu

Elements of permanent signs that are currently regulated are :

- Size (height, area, percent of surface covered, etc.)
- Number
- Pedestrian interference
- Source of illumination
- Planters required for freestanding signs

Dave Anderson reviewed the types of temporary signs currently permitted:

- Banner
- Freestanding
- A-frame (sandwich board)
- Window

Elements of temporary signage that are currently regulated are:

- Size (height, area, percent of surface covered, etc.)

- Number
- Placement
- Display duration
- Percent coverage

Dave Anderson reviewed different pictures of signage along downtown Main Street.

Mitch Vance and Taylor Billings passed out surveys which include various pictures of business signage.

Signage regulations need to reflect a community's values.

Dale Ellsworth stated putting a good sign on a building in bad repair is just as bad as putting a bad sign on a beautiful building - the exterior of the building needs to be updated before the signage is updated.

Aaron Stern stated the appearance of the building itself needs to be as big of a concern as the signage on the building.

Dale Ellsworth agreed.

Bruce Fallon stated that signage serves two purposes: it should capture the attention of drivers as they go past and there needs to be signage for pedestrians.

Randi Kaufman stated signs should be smaller in scale when targeting pedestrians, otherwise it looks too cluttered.

Aaron Stern stated the signage drives business but the overall environment of the community also greatly contributes

Randi Kaufman liked the wall cabinet sign *Hair and Beauty* but does not care for the window signs with the bright colors and hard-to-see windows.

Dale Ellsworth did not like the cabinet sign *Hair and Beauty*. He suggested a sign company give options of cost for certain aesthetics.

Randi Kaufman suggested that all signs need to be printed and not hand-written.

Randi Kaufman feels that wall signs located on the same façade should have signage with similar proportions.

Dave Anderson discussed the difference between cabinet and channel lettering signs.

Language on signs cannot be regulated by the City. The City can only regulate when they can be put up, where they can be placed and the print area.

93 Lance Wilson asked how many signs could be on the face of the building?  
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95 Dave Anderson stated that it is regulated by a percentage of the front façade (15%).  
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97 Bruce Fallon said there is a delicate balance between having consistency in downtown signage,  
98 but yet allowing each sign to have its own character.  
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100 Dave Anderson mentioned “genuine” and “authentic” when describing signs.  
101  
102 Bruce Fallon stated maybe the answer is consistency in placement, rather than consistency in  
103 appearance.  
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105 Randi Kaufman stated there was cohesive signage on the *Cool As A Moose* image.  
106  
107 Dale Ellsworth likes to be able to see an identifying item of what the business sells in the  
108 signage.  
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110 Aaron Stern feels that along Main Street, the issue is too much signage.  
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112 It was discussed that the sign matched the building in terms size of sign and size of building.  
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114 Bruce Fallon said spacing is key to make sure all signs are visible.  
115  
116 There was discussion about creating under awning sign recommendations.  
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118 The aesthetics of the building façade and sign are equally important and go hand-in-hand.  
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120 Lance Wilson stated that it is important to have vegetation on the sidewalk. It invites casual  
121 pedestrian travel.  
122  
123 Dave Anderson stated ground floor windows are typically used for to advertise for wears. The  
124 signs covering up the view inside the store are unattractive.  
125  
126 Bruce Fallon stated a vinyl banner sign should not be placed on a building advertising a  
127 permanent business.  
128  
129 There was discussion about the signage on downtown Main Street and what should be done  
130 with the design in terms of uniformity.  
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132 Tracie Tagg stated that after looking through one of the sample plans, there could potentially  
133 be a conflict between modernizing the downtown area and keeping the signs more original to  
134 the historic downtown.  
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136 Dave Anderson summarized the direction City staff will take in preparing recommendations and  
137 what criteria would be used as a potential guide.  
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Dave Anderson moved to adjourn meeting at 5:40 p.m.

Adopted: September 7, 2016

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Kimberly Brenneman  
Community Development Division Secretary